

EXHIBIT B

PUBLIC RELATIONS DIVISION

DONALD N. MARTIN AND COMPANY

ROCKEFELLER PLAZA 830 FIFTH AVENUE NEW YORK 20, N.Y. CIRCLE 8-8738

April 29, 1966

Memorandum to: Mr. Kevin Durnin, Chairman, European Travel Commission
Mr. Axel Dessau, Chairman, Committee for the European
Travel Conference

Subject: Agreement between the European Travel Commission and
Donald N. Martin And Company concerning 1966 European
Travel Conference

This memorandum and the attached proposed budget shall constitute the agreement between us for our firm to organize the 1966 European Travel Conference. The total budget authorized by you is \$25,000.00, of which \$6,000.00 is for counselling services provided by our firm. The balance of \$19,000.00 will cover the cost of publicity and promotion, production of program, conference arrangements, conference kits for delegates and press, all printing, writing, art work, etc., a conference report, and all other materials and services as detailed in the attachment.

As agreed in our meeting with you and other members of the committee for the European Travel Conference on April 26, it is understood that a payment of one-third of the total sum will be made on or before May 10, 1966, and that this sum will include a non-returnable payment of \$6,000.00 for counselling services. The balance from this initial payment, or \$2,333.33, will be applied to other costs incidental to promoting and organizing the Conference. A second payment of \$8,333.33 shall be made to us on or before the 10th of August, 1966, and a third and final payment shall be made to us on or before the 10th of October, 1966.

As directed, we will submit proposals for major expenditures to the sub-committee Chairman so that he can obtain approval prior to our undertaking work on such projects. Approval of the sub-committee Chairman shall be obtained on all individual items amounting to more than \$100.00.

As directed we will provide a monthly report to the Treasurer of all expenditures including production of materials and labor costs. Should there be unexpended funds from the allocation for the Conference such funds will be returned to the Treasurer when the final report is submitted.

It is understood that the proposed budget does not include costs for a luncheon, reception, or other hotel facilities. These costs will be met by charging delegates a registration fee which shall be set by the sub-committee.

Donald N. Martin

Donald N. Martin
DONALD N. MARTIN AND COMPANY

Date

Date

Kevin Durnin, Chairman
European Travel Commission

Axel Dessau, Chairman
Committee for European Travel Conference

Consented and agreed to: